



The Competition Design Category Sponsors for 2019



## Category Four – ‘Damn we love a Damask’ – But a Damask with a Difference Sponsored by John Mark Limited

Compiled by – Jason Gilliat – Commercial Director

Ok - Some Basic Rules

1. It's got to be big! Commercially, where digital print is winning, its scale. Scale = aspiration and justifies the cost of the end product. It jumps out of the page in the interior magazines. If you are printing digitally it has to be special – do the research.
2. One basic rule – no faces! A good Damask is not an ink blot test – this is no psychotherapy! No faces.
3. Your design MUST originate from painted/drawn/printed artwork. Ultimately we need a digital file so go mad with your photoshop skills but make sure you get the paints out at the start.
4. Size and resolution. Are you listening carefully? Work to actual size. Width 140cms. Height = whatever! OK, not quite whatever, 300cm max. Holy cow that will be a big file I hear you say! Not necessarily – work at 150dpi – that's dot per inch – not dots per centimetre! 8 bit RGB. You can separate for colour if you are feeling REALLY clever – channels or layers but not essential.
5. Damasks are often perceived as traditional so think contemporary – think – “would I have it on my walls”? If not bin it and start again.
6. DO NOT nick stuff off the internet – if you do it goes in file 13.
7. Have fun with it – good luck, can't wait to see what you come up with.

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Enter as many designs as you wish into a category

Enter as many categories as you wish

Recolouring of the same design is not acceptable as a subsequent entry

Do not enter the same design into more than one category

Each design should be original and not a modified version of a previous design

Ensure that all channels/layers (separations) of your work are of the same dimensions

**DO NOT SUBMIT MULTIPLE REPEATS OF A DESIGN OUTSIDE THE STATED DIMENSIONS**

**DO NOT MOUNT THE DESIGN ON ANY SECONDARY MEDIA E.G. CARD OR BOARD**

Label your artwork discreetly, using pencil, with your name, contact details and University or College on the reverse at the bottom left corner.

Separate to the design brief also submit a digital image to the specification below. This is for use in printing the Yearbook and other relevant publications

The images must be supplied in jpg format only

The images must be:

- 300dpi
- 10mb maximum file size
- Maximum height and/or width at 10,000 pixels

Remember to enclose your completed & signed **Entry Form** and **Assignment of Copyright** document